RJ Reynolds Tobacco Company

June 12, 1998

July Salem Buy 1 Get 1 Free

To:	RJR Acct. #: 745198
	GLOBE WHOLESALE CO 5406 3RD AVE, BROOKLYN
	Jimmy Clyne
CC:	
CC:	

From:	Art Groll
Voice Mail	1-800-757-8255 Ext: 51565 #
Fax:	718 439 7489
CC:	Ahmed
CC:	L. Schwartz

Partners Promotion Reporting:	**S A L _ J U L _ B 1 G 1 F _ _ _ (Minimum 16 Characters)**

UPC Code	Brand Style	Brand Description	# Cases	# Ctns. to pack in each display
	Salem Full Flavor Slide Box		19	2
	Salem Lights Slide Box		19	2

Should you require technical assistance relative to the format required using these promotion/brand descriptions on your weekly tape/disc submissions, contact the Partners help Desk at 1-800-230-9732.

Tactical Promotion Information:

Deliver to Retail Week of:	July 13
EFT amount (Promotional Prod.)	$4,343.51
P. O. # (Promotional Product)	
P. O. # (Display Shippers)	
# Display Shippers	275
Extra Display Shippers	10
# Retail Stores in Promotion	136
Category II monthly potential:	

Product/Premium arrival date:	July 7
EFT amount (Live Product)	
P. O. # (Live Product)	
Retail offers per display	20
Retail Billing per display	2 Cartons
VAP Pack/Ship payment	$266.00
Bonus if 90% of product is shipped by: August 3	

Promotion Description:

Buy 1 pack of Salem Slide Box and get 1 pack free.
Load display with 2 WHITE carton each of the brand styles noted above.

Partners Program requirements:

- **Displays must be shipped to retail the week of: July 13**
- **Pack & Deliver each promotion to al least 90% of accounts on attached list within 3 weeks**
- **Must properly report promotion and brand descriptions on tape/disc submissions**
- **Return attached list with refusals to Art Groll within 4 weeks after delivery date**

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Source: https://www.industrydocuments.ucsf.edu/docs/qqpy0000

PRE-SLEEVED: BUY 2 GET 1 FREE / 21 OFFERS

4 STYLES: 1 DISPLAY = 7 CARTONS (4 BRANDS) = 21 OFFERS + 7 LOOSE LIVE PACKS

(+1 Additional Loose Pack to equal 50 Live Packs / 5 Ctns Billing)

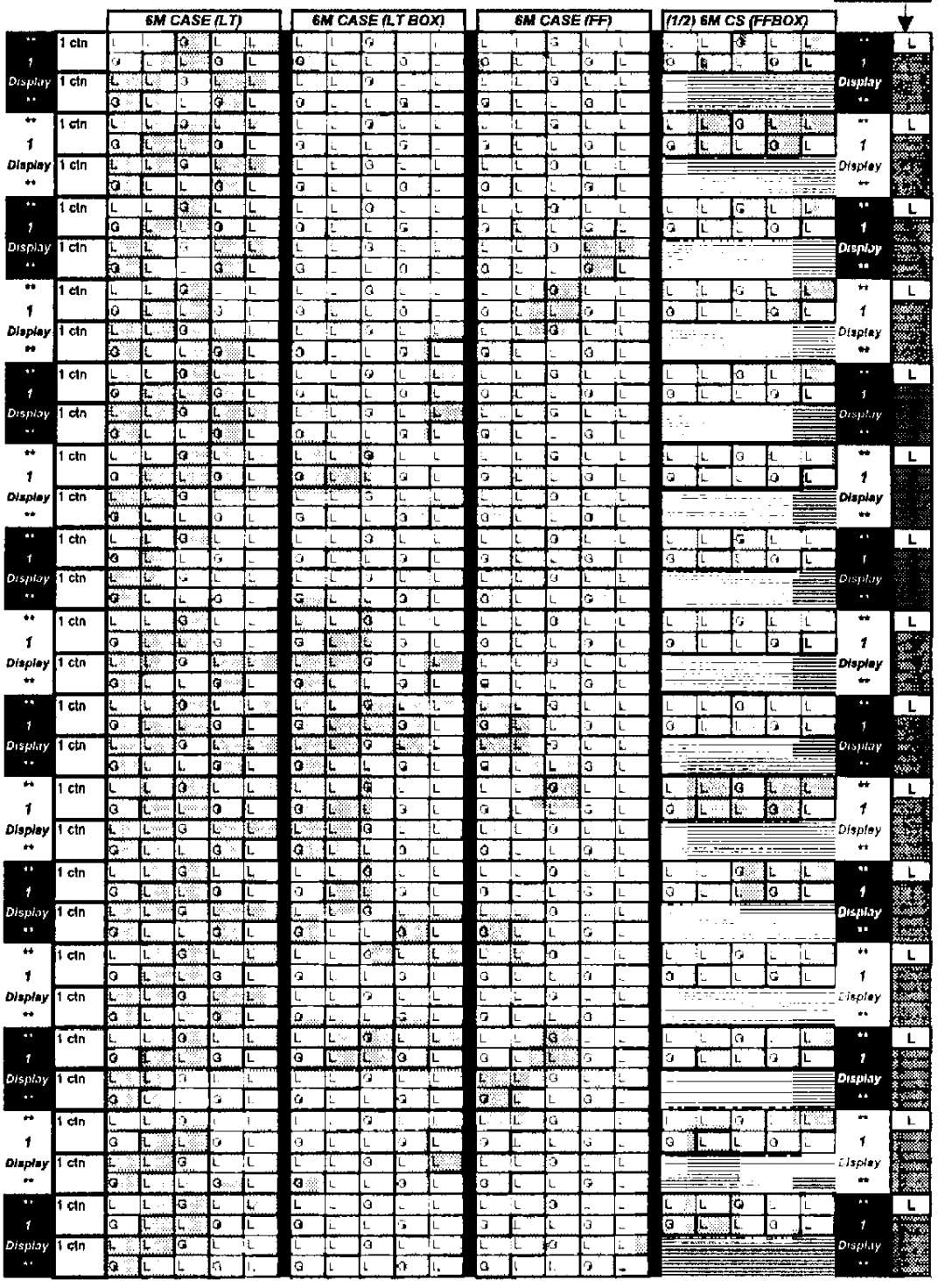
FORMULA FOR NUMBER OF DISPLAYS NEEDED: Total Number of Cases x 4.28 = #/ Displays Needed

FORMULA FOR PACKING PAYMENT:

#/LIVE PACKS PER 6M CASE (210) x TOTAL #/CASES SHIPPED / 500 (12M CASE) x $14 = PACKING PAYMENT ($9.80/12M Case)

G=Gratis Pack L=Live Pack (Each Shaded Area = 1 Offer / Unshaded Area = Extra Live Pack(s))

+1 Extra Live Pack/ Display



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